

ABSTRACT

The Covid-19 pandemic has given a negative impact on the sustainability of tourism in Indonesia. To maintain the sustainability of tourism activities in Indonesia, the Ministry of Tourism and Creative Economy issued a health protocol policy based on Cleanliness, Health, Safety, and Environmental Sustainability (CHSE) to be applied in various fields of tourism business so that tourism businesses can continue to run during the Covid-19 pandemic. Pantai Alam Indah is one of the beach tourism destinations in Tegal City which has been affected by the Covid-19 pandemic. This research was conducted to find out how the attitude of tourists towards the aspects of the CHSE protocol that is found at Pantai Alam Indah. This research uses quantitative descriptive analysis method. Data were obtained through observation, interviews, surveys, and literature studies. The survey was conducted using a questionnaire to 100 respondents through random sampling technique. The questionnaire contains 30 statements regarding the implementation of the CHSE protocol adopted from the CHSE Protocol Implementation Handbook. Based on the results of the study, it was found that tourists have a very positive attitude towards the four dimensions of CHSE. Tourist attitudes are then analyzed based on the characteristics, gender, age, occupation, and education level. Based on the analysis, it was concluded that female respondents, respondents in the age group of 20-29 years, student respondents, and respondents with a final education level of SMP and SMA got the highest scores compared to other characteristic groups. The results show that tourists have understood the importance of implementing CHSE-based health protocols during the Covid-19 pandemic.

Keyword: Tourist Attitudes, CHSE Protocol, Pantai Alam Indah

INTISARI

Pandemi Covid-19 memberikan dampak negatif pada keberlangsungan pariwisata di Indonesia. Untuk menjaga keberlangsungan kegiatan pariwisata di Indonesia, Kemenparekraf mengeluarkan kebijakan protokol kesehatan berbasis *Cleanliness, Health, Safety, and Environmental Sustainability* (CHSE) untuk diterapkan di berbagai bidang usaha pariwisata agar usaha pariwisata tetap berjalan di masa pandemi Covid-19. Pantai Alam Indah merupakan salah satu destinasi wisata pantai di Kota Tegal yang terkena dampak dari pandemi Covid-19. Penelitian ini dilakukan untuk mengetahui bagaimana sikap wisatawan terhadap aspek protokol CHSE yang terdapat di Pantai Alam Indah. Penelitian ini menggunakan metode analisis deskriptif kuantitatif. Data diperoleh melalui observasi, wawancara, survei, dan studi pustaka. Survei dilakukan menggunakan kuesioner kepada 100 responden melalui teknik *random sampling*. Kuesioner berisi 30 pernyataan mengenai penerapan protokol CHSE yang diadopsi dari Buku Panduan Penerapan Protokol CHSE. Berdasarkan hasil penelitian didapat bahwa wisatawan memiliki sikap sangat positif terhadap keempat dimensi CHSE. Sikap wisatawan kemudian dianalisis berdasarkan karakteristik yaitu jenis kelamin, usia, pekerjaan, dan tingkat pendidikan. Berdasarkan analisis disimpulkan bahwa responden perempuan, responden kelompok usia 20-29 tahun, responden mahasiswa, dan responden dengan tingkat pendidikan akhir SMP dan SMA mendapatkan skor tertinggi dibandingkan kelompok karakteristik lainnya. Hasil penelitian menunjukkan bahwa wisatawan telah memahami pentingnya penerapan protokol kesehatan berbasis CHSE di masa pandemi Covid-19.

Kata kunci: Sikap Wisatawan, Protokol CHSE, Pantai Alam Indah